

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMR3114 – SELLING AND SALES MANAGEMENT
(All sections / Groups)

09 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE (3)** printed pages with **FOUR (4)** questions only.
2. Answer **ALL QUESTIONS**. The distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet.

SECTION A [100 Marks]
ANSWER ALL QUESTIONS.

QUESTION 1

a) A sales goal is a performance standard by which salespersons are measured. It is important to synchronize the direction and efforts of the sales force. Explain the **FOUR (4)** usage of goals to guide and manage the performance of a firm's sales force.

(16 marks)

b) Goals should be set with the expectation that salesperson will be able to achieve them. However, not every salesperson achieves his or her goal. Describe any **FOUR (4)** reasons for not reaching the sales goals.

(9 marks)

(Total: 25 marks)

QUESTION 2

a) Motivation is a fascinating topic. Sales managers need to have an understanding about what drives their sales representatives to action, how hard they are willing to work, and how long they are willing to persist. Briefly explain the Herzberg's Motivation theory and its application that motivates salesperson to make their job more interesting.

(15 marks)

b) Classify the application of Maslow's Hierarchical of Needs theory to motivate salespersons in their job.

(10 marks)

(Total: 25 marks)

Continued...

QUESTION 3

A firm's ability to forecast market demand is a function of its ability to identify and estimate the influence of several factors. Briefly describe with examples the **FIVE (5)** market factors that affect the potential of a firm to sustain in the marketplace.

(25 marks)

(Total: 25 marks)

QUESTION 4

a) Sales managers examine the performance of a salesperson based on the quantitative and qualitative measures. Point out the **FIVE (5)** tools to perform the qualitative measurements.

(15 marks)

b) Evaluating salesperson performance may involve bias. Briefly explain the **FIVE (5)** types of evaluation bias that happened in many firms in Malaysia.

(10 marks)

(Total: 25 marks)

End of Paper